

WHAT IS CLAIMED IS

- 1 1. A method for dynamically generating a menu, comprising:
 - 2 (a) automatically determining a price associated with a menu item based at
 - 3 least partly on revenue management information;
 - 4 (b) receiving a request for a menu; and
 - 5 (c) generating a menu, including the automatically determined price, in
 - 6 response to the request for a menu.
- 1 2. The method of claim 1, wherein said step of automatically determining a price
 - 2 comprises one of the following steps (i) assigning a predetermined price to the menu item; or
 - 3 (ii) adjusting a prior price associated with the menu item based at least partly on the revenue
 - 4 management information.
- 1 3. The method of claim 1, wherein the revenue management information comprises
 - 2 information related to previous sales of the menu item.
- 1 4. The method of claim 1, wherein the revenue management information comprises
 - 2 information related to inventory of the menu item.
- 1 5. The method of claim 4, wherein the information related to inventory comprises
 - 2 information selected from the group including: (i) a current amount of inventory, (ii) a
 - 3 predicted amount of inventory, (iii) an age of inventory and (iv) a price paid for inventory.
- 1 6. The method of claim 1, wherein the revenue management information comprises
 - 2 previous revenue management information associated with at least one of (i) previous days,
 - 3 (ii) previous same time-of-days, (iii) previous same day-of-weeks and (iv) previous same
 - 4 month-of-years.
- 1 7. The method of claim 1, wherein the automatically determined price associated with
 - 2 the menu item is further based at least partly on information related to a customer associated
 - 3 with the request for a menu.
- 1 8. The method of claim 7, wherein the information related to the customer is received
 - 2 from at least one of a card reading machine, a visual recognition unit and a manual input
 - 3 device.
- 1 9. The method of claim 7, comprising the further step of:

(d) automatically selecting menu items based at least partly on the information related to the customer.

10. The method of claim 7, wherein the information related to the customer comprises at least one of (i) an indication that the customer is a frequent customer and (ii) information about past menu items ordered by the customer.

11. The method of claim 10, wherein the automatically determined price is not included on the generated menu based on the information about past menu items ordered by the customer.

12. The method of claim 10, wherein an item is not included on a menu generated for a second customer based on the information about past menu items ordered by the customer.

13. The method of claim 7, wherein said step of automatically determining a price further comprises the step of adjusting the price associated with a menu item based on information related to the customer.

14. The method of claim 1, wherein the request for a menu comprises party size information associated with a number of people in a group, and the automatically determined price associated with the menu item is further based at least partly on the party size information.

15. The method of claim 1, comprising the further step of:
(d) printing the menu.

16. The method of claim 1, comprising the further step of:
(d) displaying the menu.

17. The method of claim 15, wherein the request for a menu comprises party size information associated with a number of people in a particular party, and a number of menus are printed based at least partly on the party size information.

18. The method of claim 1, wherein a plurality of menu items are on the menu, and the automatic price determination is performed for at least one of the plurality of menu items.

19. The method of claim 1, comprising the further step of:
(d) automatically selecting menu items based at least partly on the revenue

management information.

20. The method of claim 1, comprising the further steps of:

(d) receiving a request for a supplemental menu; and

(e) generating the supplemental menu, including the automatically determined price, in response to the request for the supplemental menu.

21. The method of claim 20, wherein the supplemental menu comprises at least one of a dessert menu and a child's menu.

22. A medium storing instructions adapted to be executed by a processor to:

(a) automatically determine a price associated with a menu item based at least partly on revenue management information;

(b) receive a request for a menu; and

(c) generate a menu, including the automatically determined price, in response to the request for a menu.

23. The medium of claim 22, wherein automatically determining a price comprises one of: (i) assigning a predetermined price to the menu item; or (ii) adjusting a prior price associated with the menu item based at least partly on the revenue management information.

24. The medium of claim 22, wherein the revenue management information comprises information related to previous sales of the menu item.

25. The medium of claim 22, wherein the revenue management information comprises information related to inventory of the menu item.

26. The medium of claim 25, wherein the information related to inventory comprises information selected from the group including: (i) a current amount of inventory, (ii) a predicted amount of inventory, (iii) an age of inventory and (iv) a price paid for inventory.

27. The medium of claim 22, wherein the revenue management information comprises previous revenue management information associated with at least one of (i) previous days, (ii) previous same time-of-days, (iii) previous same day-of-weeks and (iv) previous same month-of-years.

28. The medium of claim 22, wherein the automatically determined price associated with the menu item is further based at least partly on information related to a customer associated

3 with the request for a menu.

1 29. The medium of claim 28, wherein the information related to the customer is received
2 from at least one of a card reading machine, a visual recognition unit and a manual input
3 device.

1 30. The medium of claim 28, comprising further instructions adapted to be executed by a
2 processor to:

3 (d) automatically select menu items based at least partly on the
4 information related to the customer.

1 31. The medium of claim 28, wherein the information related to the customer comprises
2 at least one of (i) an indication that the customer is a frequent customer and (ii) information
3 about past menu items ordered by the customer.

1 32. The medium of claim 31, wherein the automatically determined price is not included
2 on the generated menu based on the information about past menu items ordered by the
3 customer.

1 33. The medium of claim 31, wherein an item is not included on a menu generated for a
2 second customer based on the information about past menu items ordered by the customer.

1 34. The medium of claim 28, wherein said step of automatically determining a price
2 further comprises the step of reducing the price associated with a menu item based on
3 information related to the customer.

1 35. The medium of claim 22, wherein the request for a menu comprises party size
2 information associated with a number of people in a group, and the automatically determined
3 price associated with the menu item is further based at least partly on the party size
4 information.

1 36. The medium of claim 22, comprising further instructions adapted to be executed by a
2 processor to:

3 (d) print the menu.

1 37. The medium of claim 22, comprising further instructions adapted to be executed by a
2 processor to:

3 (d) display the menu.

38. The medium of claim 37, wherein the request for a menu comprises party size information associated with a number of people in a particular party, and a number of menus are printed based at least partly on the party size information.

39. The medium of claim 22, wherein a plurality of menu items are on the menu, and the automatic price determination is performed for at least one of the plurality of menu items.

40. The medium of claim 22, comprising further instructions adapted to be executed by a processor to:

- (d) automatically select menu items based at least partly on the revenue management information.

41. The medium of claim 22, comprising further instructions adapted to be executed by a processor to:

- (d) receiving a request for a supplemental menu; and
- (e) generating the supplemental menu, including the automatically determined price, in response to the request for the supplemental menu.

42. The medium of claim 41, wherein the supplemental menu comprises at least one of a dessert menu and a child's menu.

43. A menu generating system, comprising:

- (a) a first port adapted to receive a request for a menu;
- (b) a storage device storing information associated with a price management table, the price management table comprising prices associated with menu items;
- (c) a processor coupled to said first port and said storage device, said processor being configured to: receive the request for a menu; generate information associated with a menu; and dynamically update prices stored in said storage device based at least partly on revenue management information; and
- (d) a second port coupled to said processor, said second port being adapted to output the information associated with a menu.

44. The system of claim 43, wherein said processor is configured to automatically determine a price by (i) assigning a predetermined price to the menu item; or (ii) adjusting a prior price associated with the menu item based at least partly on the revenue management information.

1 45. The system of claim 43, wherein the revenue management information comprises
2 information related to previous sales of the menu item.

1 46. The system of claim 43, wherein the revenue management information comprises
2 information related to inventory of the menu item.

1 47. The system of claim 46, wherein the information related to inventory comprises
2 information selected from the group including: (i) a current amount of inventory, (ii) a
3 predicted amount of inventory, (iii) an age of inventory and (iv) a price paid for inventory.

1 48. The system of claim 43, wherein the revenue management information comprises
2 previous revenue management information associated with at least one of (i) previous days,
3 (ii) previous same time-of-days, (iii) previous same day-of-weeks and (iv) previous same
4 month-of-years.

1 49. The system of claim 43, wherein said processor is configured to dynamically updated
2 prices stored in said storage device based at least partly on information related to a customer
3 associated with the request for a menu.

1 50. The system of claim 49, further comprising:
2 (e) a customer input device coupled to said processor and configured to
3 provide the information related to the customer, said customer input device
4 comprising at least one of a card reading machine, a visual recognition unit
5 and a manual input device.

1 51. The system of claim 49, wherein said processor is further configured to automatically
2 select menu items based at least partly on the information related to the customer.

1 52. The system of claim 49, wherein the information related to the customer comprises at
2 least one of (i) an indication that the customer is a frequent customer and (ii) information
3 about past menu items ordered by the customer.

1 53. The system of claim 52, wherein said processor does not use the automatically
2 determined for some menu items based on the information about past menu items ordered by
3 the customer.

1 54. The system of claim 52, wherein said processor is further configured to not include a
2 menu item in the information generated associated with a second menu based on the

3 information about past menu items ordered by the customer.

1 55. The system of claim 49, wherein said processor automatically determines a price by
2 reducing the price associated with a menu item based on information related to the customer.

1 56. The system of claim 43, wherein the request for a menu comprises party size
2 information associated with a number of people in a group, and said processor is further
3 configured to generate information associated with the menu based at least partly on the party
4 size information.

1 57. The system of claim 43, further comprising:
2 (e) a printer coupled to said second port.

1 58. The system of claim 43, further comprising:
2 (e) a video display coupled to said second port.

1 59. The system of claim 58, wherein the request for a menu comprises party size
2 information associated with a number of people in a particular party, and said printer prints a
3 number of menus based at least partly on the party size information.

1 60. The system of claim 43, wherein a plurality of menu items are on the menu, and said
2 processor is configured to automatically determine a price for at least one of the plurality of
3 menu items.

1 61. The system of claim 43, wherein said processor is further configured to automatically
2 select menu items based at least partly on the revenue management information.

1 62. The system of claim 43, wherein said first port is further adapted to receive a request
2 for a supplemental menu, and said processor is further configured to generating information
3 associated with the supplemental menu.

1 63. The system of claim 62, wherein the supplemental menu comprises at least one of a
2 dessert menu and a child's menu.

1 64. An apparatus for dynamically generating a menu, comprising:
2 (a) a processor;
3 (b) a memory storing instructions adapted to be executed by said processor to:
4 (i) automatically determine a price associated with a menu

- item based at least partly on revenue management information,
- (ii) receive a request for a menu, and
- (iii) generate a menu, including the automatically determined price, in response to the request for a menu; and
- (c) a port adapted to be coupled to an external device, said port being coupled to said processor.

65. A system for dynamically generating a menu, comprising:

- (a) means for automatically determining a price associated with a menu item based at least partly on revenue management information;
- (b) means for receiving a request for a menu; and
- (c) means for generating a menu, including the automatically determined price, in response to the request for a menu.

66. A method for determining a price associated with an order, comprising:

- (a) automatically determining a price associated with a menu item based at least partly on revenue management information;
- (b) receiving a request for a menu;
- (c) generating a menu, including the automatically determined price, in response to the request for a menu;
- (d) assigning a menu code to the generated menu;
- (e) receiving an order for the menu item, the order including the menu code; and
- (f) calculating a price associated with the order, using the menu code, based at least partly on the automatically determined price associated with the menu item.

67. A method for dynamically generating a restaurant menu, comprising:

- (a) automatically determining a price associated with a menu item based at least partly on revenue management information, the automatic determination occurring on a periodic basis;
- (b) receiving a request for a menu; and
- (c) generating a menu, including the automatically determined price, in response to the request for a menu.

68. A method for dynamically generating a menu, comprising:

- (a) automatically determining a price associated with a menu item based at least partly on revenue management information;

- 4 (b) receiving a request for a menu, the request including information
 5 identifying a number of people in a party; and
 6 (c) printing a number of menus, including the automatically determined
 7 price, in response to the request for a menu, the number of printed menus
 8 being based on the number of people in the party.

1 69. A method of using dynamically generated menus in a restaurant, comprising:

- 2 (a) automatically determining a first price associated with a menu item
 3 based at least partly on revenue management information;
 4 (b) receiving a request for a first menu;
 5 (c) generating the first menu, including the automatically determined first
 6 price, in response to the request for the first menu;
 7 (d) automatically determining a second price associated with the menu
 8 item based at least partly on revenue management information;
 9 (e) receiving a request for a second menu;
 10 (f) generating a second menu, including the second price, in response to
 11 the request for the second menu;
 12 (g) receiving an order for the menu item, the order being associated with
 13 one of the first menu and the second menu; and
 14 (h) determining a price for the order based at least partly on the
 15 automatically determined price on one of the first menu and the second menu
 16 associated with the order.